

**IN THE CLAIMS:**

1. (Amended) A method comprising:  
  
receiving a plurality of bids at a processor, each of the bids comprising a bid amount;  
  
associating the received bids with time or location factors and storing the bids and associated time or location factors in a memory;  
  
determining content for display based on the time or the location factors;  
  
ranking the plurality of bids based on a comparison of the bid amounts using the processor; and  
  
selecting content for display on one or more screens of a hierarchical navigation search interface on a user terminal based on the ranking of the bids.
2. (Amended) The method of claim 1, wherein the content ~~is~~ describes a set of products.
3. (Amended) The method of claim 1, wherein the content ~~is~~ describes a set of sellers.
4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and a day of week.
5. (Previously Presented) The method of claim 1, further comprising:  
  
determining an advertisement to be displayed based on a set of factors; and  
  
displaying the advertisement with the content.
6. (Original) The method of claim 1, further comprising;  
  
obtaining a bid from a client through a web based interface.

7. (Original) The method of claim 1, further comprising:  
displaying content that has a correlated location, the correlated location within a defined distance from a customer.
8. (Original) The method of claim 1, further comprising:  
displaying content that has a correlated location that is a geographic region which a customer is within.
9. (Original) The method of claim 1, wherein the displaying of the content is through one of an interactive television system, web appliance, computer system and wireless device.
10. (Original) The method of claim 9, wherein the interactive television system utilizes a simplified navigation system.
11. (Amended) A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:  
receiving a plurality of bids at a processor, each of the bids comprising a bid amount;  
associating the received bids with time or location factors and storing the bids and associated time or location factors in a memory;  
determining content for display based on the time or the location factors;  
ranking the plurality of bids based on a comparison of the bid amounts using the processor; and  
selecting content for display on one or more screens of a hierarchical navigation search interface on a user terminal based on the ranking of the bids.

12. (Amended) The machine-readable medium of claim 11, wherein the content is describes a set of products.

13. (Amended) The machine-readable medium of claim 11, wherein the content is describes a set of sellers.

14. (Original) The machine-readable medium of claim 11, wherein time is one of a date, hour of day, and day of week.

15. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

determining an advertisement to be displayed based on the set of factors; and  
displaying the advertisement with the content.

16. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

obtaining a bid from a client through a web based interface.

17. (Previously Presented) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

18. (Amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

displaying content that has a correlated location that is a geographic region which a customer is ~~in~~ within.

19. (Amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising displaying of the content through one of a web appliance, computer system, wireless ~~viee~~ device and interactive television system.

20. (Original) The machine-readable medium of claim 19, wherein the interactive television system utilizes a simplified navigation system.

21. (Withdrawn) A method comprising:  
displaying a set of navigation options through an interactive television channel;  
ranking navigation options based on a one of merchant feedback and user feedback; and  
arranging navigation options based on ranking.

22. (Withdrawn) The method of claim 21, further comprising:  
determining a placement of a matrix layer of a navigation interface based on ranking.

23. (Previously Presented) The method of claim 1, further comprising:  
tracking user navigation for pay by performance system.

24. (Previously Presented) The method of claim 1, wherein ranking the content is part of a bid for placement system.

25. (Previously Presented) The method of claim 1, wherein the request for content is a key word search.

26. (Previously Presented) The machine readable medium of claim 11, providing further instructions, which when executed by a machine cause the machine to perform operations comprising:

tracking user navigation for a pay for performance system.

27. (Previously Presented) The machine readable medium of claim 11, wherein ranking the content is part of a ~~hide~~ bid for placement system.

28. (Previously Presented) The machine readable medium of claim 11, wherein the request for content is a key word search.

29. (Withdrawn) A method for automated content placement in a navigational hierarchy comprising:

receiving a bid for association of content with a keyword or category;

ranking the bid based on a comparison of the amount of the bid to a previously received bid associated with the keyword or category; and

determining a position for display of the content in the navigational hierarchy based on the ranking.

Please add the following claims:

30. (New) The method of claim 1, wherein the content is reformatted.

31. (New) The method of claim 1, wherein at least one of the screens of the hierarchical navigation search interface contains a plurality of matrix cells.

32. (New) The method of claim 1, wherein the content is an advertisement.

33. (New) The method of claim 32, wherein the advertisement is targeted to one or more users.

34. (New) The method of claim 1, wherein the ranking of bids is based on demographics.

35. (New) The method of claim 1, wherein the ranking of bids is based on a user's favorites.

36. (New) The method of claim 1, wherein the ranking of bids is based on at least one of a user's previous selections.

37. (New) The method of claim 1, wherein the ranking of bids is based on a user profile.

38. (New) The method of claim 1, wherein at least one of the screens is a reformatted Web page.

39. (New) The method of claim 38, wherein a user selects one or more options on the screen of the hierarchical navigation search interface using a remote control.

40. (New) The method of claim 1, wherein the selected content for display is streamed audio and video.

41. (New) The method of claim 1, wherein a user selects one or more options on the screen of the hierarchical navigation search interface using voice commands.

42. (New) The method of claim 1, further comprising:  
receiving content from the Internet.

43. (New) The method of claim 1, wherein at least one screen of the hierarchical navigation search interface contains at least one search term, the search term arranged on the screen based on the ranking of the bids.

44. (New) The method of claim 1, wherein at least one screen of the hierarchical navigation search interface contains at least one search term, the search term arranged on the screen based on a user's profile.

45. (New) The method of claim 1, wherein at least one screen of the hierarchical navigation search interface contains a keyword.

46. (New) The method of claim 45, wherein the received bids are for the use of the keyword.

47. (New) The method of claim 1, wherein the hierarchical navigation search interface is for an interactive television system.

48. (New) The method of claim 1, wherein the hierarchical navigation search interface is for an interactive gaming system.

49. (New) The method of claim 1, wherein the hierarchical navigation search interface is for an auction system.

50. (New) The method of claim 1, wherein the hierarchical navigation search interface is for a reverse auctioning system.

51. (New) The method of claim 1, wherein the content is web content and further comprising:

providing a search function through the hierarchical navigation search interface.

52. (New) The method of claim 1, further comprising:

providing an interface for an advertiser to manage an account with an interactive television shopping system.

53. (New) The method of claim 52, further comprising:

allowing the advertiser to perform functions consisting of one of updating, modifying, adding and canceling a bid.

54. (New) The method of claim 1, wherein the hierarchical navigation search interface contains navigation options for a user and further comprising:

recording user selections of the navigation options; and

producing a report based on the recorded user selections.

55. (New) The method of claim 1, wherein the bids are associated with placement of content associated with a keyword.

56. (New) The method of claim 55, wherein the content contains an advertisement.

57. (New) The method of claim 55, wherein the content contains information on a product or service.

58. (New) The method of claim 1, wherein the content is reformatted web content and further comprising:

selecting an option on the user terminal; and

establishing a communications link to a data base, wherein the database contains the screens of the hierarchical navigation search interface.

59. (New) The method of claim 58, wherein the database is a web server.

60. (New) The machine-readable medium of claim 11, wherein the content is reformatted.



61. (New) The machine-readable medium of claim 11, wherein at least one of the screens of the hierarchical navigation search interface contains a plurality of matrix cells.

62. (New) The machine-readable medium of claim 11, wherein the content is an advertisement.

63. (New) The machine-readable medium of claim 62, wherein the advertisement is targeted to one or more users.

64. (New) The machine-readable medium of claim 11, wherein the ranking of bids is based on demographics.

65. (New) The machine-readable medium of claim 11, wherein the ranking of bids is based on a user's favorites.

66. (New) The machine-readable medium of claim 11, wherein the ranking of bids is based on at least one of a user's previous selections.

67. (New) The machine-readable medium of claim 11, wherein the ranking of bids is based on a user profile.

68. (New) The machine-readable medium of claim 11, wherein at least one of the screens is a reformatted Web page.

69. (New) The machine-readable medium of claim 68, wherein a user selects one or more options on the screen of the hierarchical navigation search interface using a remote control.

70. (New) The machine-readable medium of claim 11, wherein the selected content for display is streamed audio and video.

71. (New) The machine-readable medium of claim 11, wherein a user selects one or more options on a screen of the hierarchical navigation search interface using voice commands.

72. (New) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

receiving content from the Internet.

73. (New) The machine-readable medium of claim 11, wherein at least one screen of the hierarchical navigation search interface contains at least one search term, the search term arranged on the screen based on the ranking of the bids.

74. (New) The machine-readable medium of claim 11, wherein at least one screen of the hierarchical navigation search interface contains at least one search term, the search term arranged on the screen based on a user's profile.

75. (New) The machine-readable medium of claim 11, wherein at least one screen of the hierarchical navigation search interface contains a keyword.

76. (New) The machine-readable medium of claim 75, wherein the received bids are for the use of the keyword.

77. (New) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an interactive television system.

78. (New) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an interactive gaming system.

79. (New) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for an auction system.

80. (New) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface is for a reverse auctioning system.

81. (New) The machine-readable medium of claim 11, wherein the content is web content and further comprising:

providing a search function through the hierarchical navigation search interface.

82. (New) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

providing an interface for an advertiser to manage an account with an interactive television shopping system.

83. (New) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing the advertiser to perform functions consisting of one of updating, modifying, adding and canceling a bid.

84. (New) The machine-readable medium of claim 11, wherein the hierarchical navigation search interface contains navigation options for a user and which provides further instructions which when executed cause the machine to perform operations further comprising:

recording user selections of the navigations option; and

producing a report based on the recorded user selections.

85. (New) The machine-readable medium of claim 11, wherein the bids are associated with placement of content associated with a keyword.

86. (New) The machine-readable medium of claim 85, wherein the content contains an advertisement.

87. (New) The machine-readable medium of claim 85, wherein the content contains information on a product or service.

88. (New) The machine-readable medium of claim 11, wherein the content is reformatted web content and which provides further instructions which when executed cause the machine to perform operations further comprising:

selecting an option on the user terminal; and

establishing a communications link to a data base, wherein the database contains the screens of the hierarchical navigation search interface.

89. (New) The method of claim 88, wherein the database in a web server.

90. (New) The method of claim 1, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing a user to select navigation options associated with the content;

generating revenue from an advertiser or seller each time the user selects one of the navigation options.

91. (New) The method of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

allowing a user to select navigation options associated with the content;

generating revenue from an advertiser or seller each time the user selects one of the navigation options.